



Ski+

New Marketing Campaign

Board Meeting 2.12.21
Utah Office of Tourism, Film and Global Branding

Utah
UTAH
ELEVATED

Ski+ Marketing Goals

1. Responsibly drive travel to Utah's ski resorts and communities.
2. Grow Utah's winter brand awareness and consideration to ensure Utah remains a top-of-mind ski destination.
3. Increase the average length of stay and spend per trip.

Audiences

- **Families**
Luxury and economy families; parents likely to share an “achiever” mindset but have different needs and interests because of their children. Strongest audience segment and biggest winter spenders.
- **Achievers**
Serious skiers, powderhounds. Lowest spenders but an easy-sell, on-brand audience.
- **Explorers**
Intermediate skiers; interested in exploring like a local, adding social/non-skiing activities to their trip.
- **Utah Residents**
Live and ski in Utah.
- **Repeat Visitors**
Have had an excellent skiing experience in Utah and want to come back for more; Utah advocates

Campaign Messages

Main campaign messages:

1. Utah has the most—and best—snow for skiing (the Greatest Snow on Earth®)
2. With 10 resorts within an hour of Salt Lake, Utah's best-in-class skiing is more accessible than anywhere else.
3. Availability of non-skiing off-mountain activities (i.e., Snowshoeing, XC Skiing, Dog Sledding, Restaurants/Bars, etc.)

Supporting messages:

- Distributing visitation: traveling during the week, on non-holiday weekends, and in the spring
- Traveling safely and responsibly to avoid accidents and overcrowding (Forever Mighty)

The Idea

Campaign Message: Utah. Why winter exists.

Pillars of the Messaging:

- Winter Love: Utahns LOVE winter. That's why we live here — and why we want *you* to experience it, too. While others may hate winter for its cold and snow, we embrace it, getting outside and enjoying the unique opportunities presented by the season—or getting cozy inside instead.
- Ski Quality: We're the best place for skiers and boarders thanks to our quantity of snow, quality of snow (The Greatest Snow on Earth®), world-class terrain and unparalleled accessibility.
- Activity Variety: Not only are there an enormous variety of ski options in Utah—there are countless *winter* activities to participate in, from snowshoeing and dog sledding to bonfires, bars, and scenic drives to desert adventures in the south.
- Welcoming Culture: We're known for our authenticity, approachability, and friendliness, welcoming anyone who wants to celebrate winter with us.
- Gratitude for the Season: We encourage respect for place, the locals and the community that cares for our home mountains.

Many places stake a claim for skiing. But what about Winter itself? What if we celebrate the season and skiing is a major part of that? Winter loves Utah. And Utah loves winter back. In fact, Utah may be **why winter exists**.

Content Development

Library Curation

Immediately, we are actively working to build a robust library of all Winter content - from which, we can further develop the specific creative deliverables for our paid media and channel distribution.

- Photo & video shoot late February / early March
- Outreach to key Instagram users who currently capture content in this realm
- Outreach to key partners & local production companies for access to content you're capturing this winter

Thank you+